

Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ) .PATRIOT MAJORITY US

Product PATRIOT MAJ USA

Estimate# 2278

Buyer Sarah Levene

Phone#

Fax#

Agency ( ) WATERFRONT STRATEGIES

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 84/91/2278

Flight Dates 10/30/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

REV DATES  
ORDER ENDS 11/6  
PLEASE CNF  
THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$1,200.00	10/30-11/05	2	1	2	\$2,400.00	
	2	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$2,000.00	10/30-11/05	2	1	2	\$4,000.00	
	*3	TU	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$2,000.00	11/06-11/06	1	1	1	\$2,000.00	
		Sales Remark: V3 CHANGE IN DATE										
		V3 More than 2 codes changed										
	4	TU-F,M	7A-9A	TODAY SHOW	:30	\$3,800.00	10/30-11/05	4	1	4	\$15,200.00	
	*5	TU	7A-9A	TODAY SHOW	:30	\$3,800.00	11/06-11/06	1	1	1	\$3,800.00	
		Sales Remark: V3 REV DATE										
		V3 More than 2 codes changed										
	6	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$1,000.00	10/30-11/05	3	1	3	\$3,000.00	
	*7	TU	12P-1230P	NEWS 3 AT NOON	:30	\$1,000.00	11/06-11/06	1	1	1	\$1,000.00	
		Sales Remark: V3 REV DATE										
		V3 More than 2 codes changed										
	8	TU-F,M	1230P-1P	NEWS 4: THE AGENDA	:30	\$650.00	10/30-11/05	3	1	3	\$1,950.00	

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*9	TU	1230P-1P	NEWS 4: THE AGENDA	:30	\$650.00	11/06-11/06	1	1	1	\$650.00	
		Sales Remark: V3 REV DATE										
		V3 More than 2 codes changed										
	10	TU-F,M	2P-3P	THE DOCTORS	:30	\$650.00	10/30-11/05	3	1	3	\$1,950.00	
	11	TU-F,M	3P-4P	DR. PHIL	:30	\$1,200.00	10/30-11/05	3	1	3	\$3,600.00	
	12	TU-F,M	430P-5P	NEWS 4 AT 430P	:30	\$1,800.00	10/30-11/05	3	1	3	\$5,400.00	
	13	TU-F,M	5P-630P	EARLY NEWS	:30	\$3,600.00	10/30-11/05	3	1	3	\$10,800.00	
		Buyline Comment: NO 6PM NWS ON 10/3, 10/11,50/16,10/22										
	14	SA	5P-630P	KSNV EARLY NEWS	:30	\$1,350.00	11/03-11/03	3	1	3	\$4,050.00	
	15	TU-F,M	630P-730P	JEOPARDY	:30	\$3,400.00	10/30-11/05	3	1	3	\$10,200.00	
	16	SA	630P-730P	JEOPARDY/ WHEEL OF FORTUNE	:30	\$1,050.00	11/03-11/03	1	1	1	\$1,050.00	
	17	M	8P-10P	THE VOICE	:30	\$8,000.00	11/05-11/05	1	1	1	\$8,000.00	
	18	M	10P-11P	REVOLUTION	:30	\$6,400.00	11/05-11/05	1	1	1	\$6,400.00	
		Buyline Comment: N/A 10-22										
	19	W	10P-11P	CHICAGO FIRE	:30	\$6,400.00	10/31-10/31	1	1	1	\$6,400.00	
	20	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$2,800.00	10/30-11/05	2	1	2	\$5,600.00	
	21	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$2,800.00	11/03-11/03	1	1	1	\$2,800.00	

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Report Totals: 43 / \$100,250.00

---SALES MONTHLY TOTALS---

Nov 12: 43 / \$100,250.00

Sales Totals: 43 / \$100,250.00

Station Totals: 43 / \$100,250.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$417,708	CATV	0%	KBLR	0%	KINC	0%	KLAS	25%	KSNV	24%
		KTNV	25%	KTUD	1%	KVCW	2%	KVMY	3%	KVVU	20%
		XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE